

2001-2002 Employment Survey Summary



About the 2001-2002 Employment Survey

Each year the office of Career Services conducts a survey of baccalaureate graduates to gather information regarding each individual's employment status, graduate/professional school enrollment, and starting salaries.

This year, Career Services surveyed a total of 2,732 bachelor degree recipients from the December 2001, May 2002, and August 2002 graduating classes. The survey response rate was 39 percent. Here are some highlights of the survey.

Employee Profile

Employers aggressively seek Central Michigan University graduates to hold important professional positions throughout Michigan, the United States, and abroad. These employers appreciate the combination of strong academic preparation, realistic job expectations, and excellent work ethic that CMU graduates possess.

CMU graduates have found employment in many professional areas including:

- Fortune 500 companies
- Small, medium, and large firms in all sectors of business and industry
- Government and non-profit agencies
- Educational institutions ranging from the preschool to university levels
- Professional practices including law, medicine, and allied health care

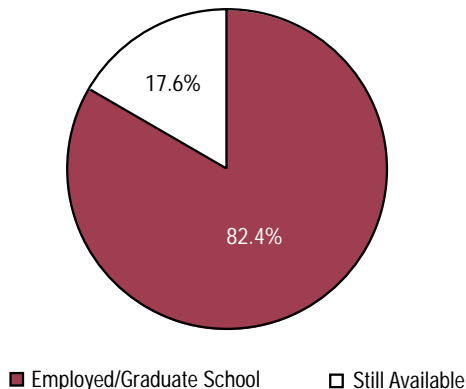


Career Development

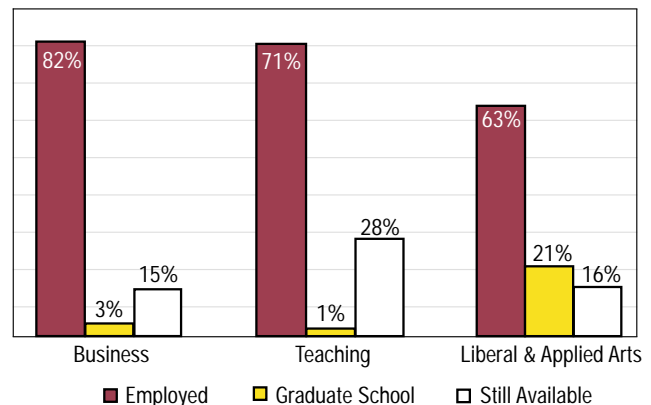
CMU's Career Services is among the finest in the state. Career Services' primary goals are to educate students about career development and help them cultivate decision-making and job search skills that will be useful throughout their lives. Career Services achieves these goals through a variety of resources:

- **Advising.** Career Services is a leader in student outreach and service delivery, offering professional career advising via scheduled appointments in our main office in Bovee University Center and walk-in advising at four Student Success Centers located throughout campus.
- **Career Connections.** Career Services is progressive in its application of career technology, providing students access to a Web-based registration system that connects them to a robust recruiting program that includes on-campus interviews and online résumé referrals.
- **Career Exploration.** Students can explore the decision-making process through a number of computerized career assessments such as DISCOVER, Strong Interest Inventory, and the Myers-Briggs Type Indicator.
- **Career Resource Center.** Students and alumni can use state-of-the-art multimedia equipment to review career and occupational information, research employers and graduate schools, develop résumés and cover letters, prepare to interview with employers, and search for internships and professional jobs.
- **Internships.** Career Services provides internship preparation programs and resources, on-campus interviews, Internet-accessible internship postings, direct e-mail notification of internship vacancies, online résumé referrals to employers, and the annual Phi Chi Theta Internship Fair.
- **Special Events.** Students can network with more than 400 employers who attend Career Services annual career fairs and events. These events include the Alpha Kappa Psi Career Fair and the Annual Teacher Fair, two of the largest collegiate-sponsored events of their kind in mid-Michigan.

Bachelor Degree Candidate Placement 2001-2002*

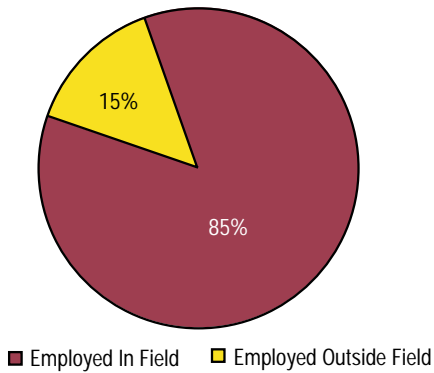


Comparison of Placement 2001-2002 Bachelor Degree Candidates

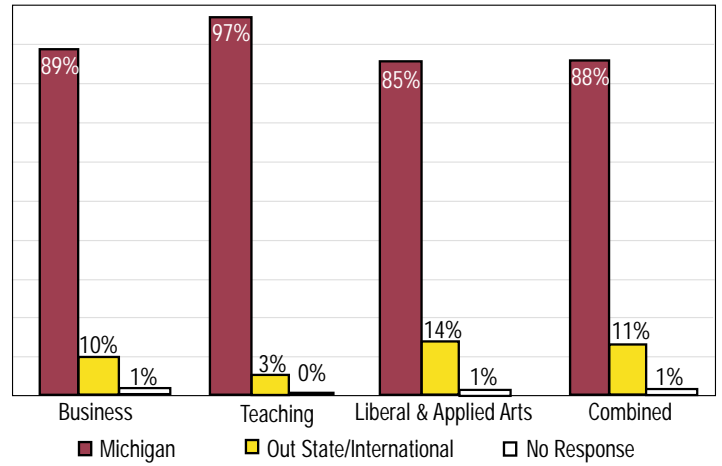


*The National Association of Colleges and Employers reported that employers have reduced their hiring of recent college graduates as a result of the slow economy and lower attrition rates.

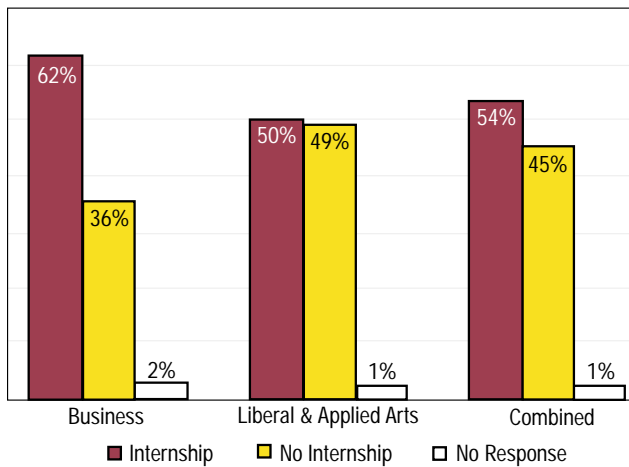
Employment Related to Degree or Field of Choice All Bachelor Degree Candidates



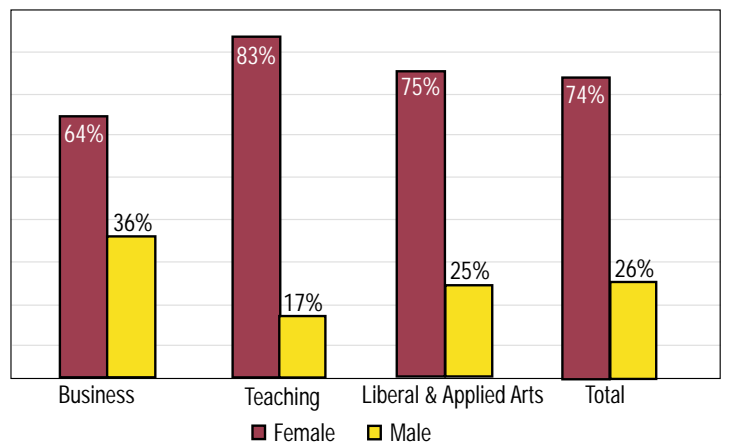
Location Distribution of Employed Respondents



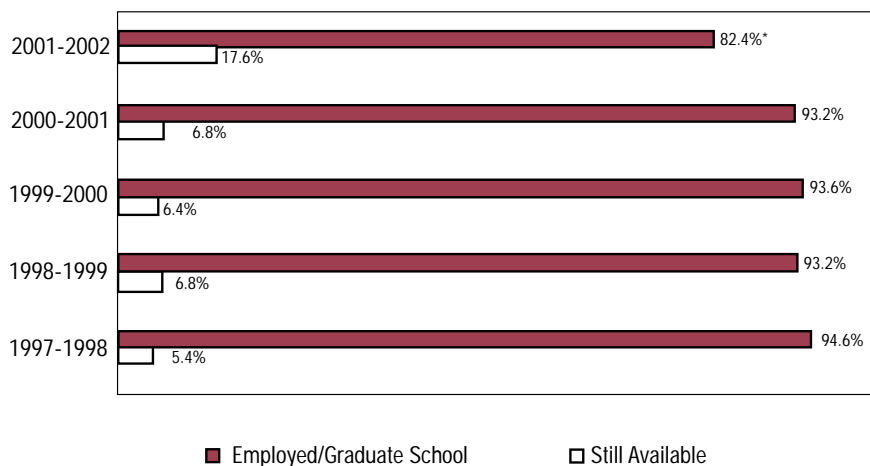
Internships



Gender Distribution of Respondents

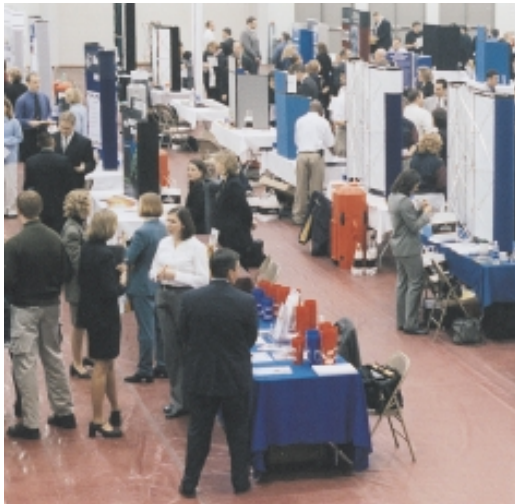


Five-Year Comparison of Placement Rates



Employment Survey 2001-2002 Base Salary Offers Summary

Employed candidates report base salary offers on an optional basis. Salaries of candidates who indicate full-time employment are listed here. Figures in parentheses indicate the number of survey respondents per each major. Entry-level salary offers do not reflect commissions, bonuses, and/or other perks and fringe benefits that contribute to each candidate's total compensation package. Salaries are influenced by a combination of factors including specific job requirements, level of responsibilities, size of the organizations, and geographic areas. The background, preparation, and achievements of each individual candidate also influence salary amounts.



Career Services

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College of Business Administration Majors

	Low	Midpoint	High	Average
Accounting (20)	\$26,000	\$40,000	\$50,000	\$38,180
Accounting Information Systems (2)	\$32,000	\$37,500	\$43,000	\$37,500
Banking (2)	\$34,500	\$39,500	\$44,500	\$39,500
Economics (2)	\$31,500	\$40,750	\$50,000	\$40,750
Entrepreneurship (8)	\$23,500	\$32,250	\$44,000	\$31,563
Finance (17)	\$23,000	\$35,000	\$50,000	\$33,700
General Business: General (6)	\$24,000	\$36,000	\$46,000	\$36,166
Human Resources Management (12)	\$24,000	\$28,500	\$37,000	\$28,413
Hospitality Services Administration (7)	\$26,000	\$30,800	\$40,000	\$31,257
Investments (3)	\$24,000	\$29,000	\$30,000	\$27,667
Logistics Management (28)	\$30,000	\$37,000	\$52,000	\$37,014
Management, General (4)	\$24,700	\$30,750	\$39,000	\$31,300
Management Information Systems (25)	\$26,000	\$40,300	\$49,000	\$38,732
Marketing (47)	\$24,000	\$36,000	\$52,500	\$36,589
Operations Management (7)	\$27,000	\$36,000	\$43,000	\$35,357
Office Systems Administration (1)	-----	-----	\$25,000	\$25,000
Purchasing (4)	\$25,000	\$40,500	\$47,500	\$38,375
Retail Management (1)	-----	-----	\$31,000	\$31,000

196 base salary offers

Liberal and Applied Arts Majors

	Low	Midpoint	High	Average
Apparel Merchandising/Design (17)	\$20,000	\$30,000	\$36,000	\$30,882
Art (4)	\$18,000	\$26,500	\$28,500	\$22,875
Athletic Training/Sports Medicine (6)	\$25,000	\$29,250	\$40,000	\$30,166
Broadcast & Cinematic Arts (12)	\$16,000	\$22,750	\$48,000	\$26,292
Biology (8)	\$15,000	\$26,000	\$32,000	\$24,875
Child Development (17)	\$12,000	\$22,500	\$30,000	\$22,723
Computer Science (5)	\$37,000	\$42,500	\$53,000	\$43,300
Dietetics (4)	\$28,000	\$30,000	\$31,000	\$29,750
Engineering Technology (7)	\$25,000	\$45,000	\$50,000	\$39,085
Environmental Studies (4)	\$25,000	\$27,000	\$28,000	\$26,750
Earth Science (4)	\$15,000	\$21,500	\$60,000	\$29,500
Family Studies (12)	\$14,000	\$25,000	\$32,000	\$24,492
History (4)	\$16,000	\$23,000	\$27,000	\$22,250
Health Fitness (17)	\$20,000	\$26,000	\$50,000	\$28,529
Information Technology (6)	\$18,000	\$35,500	\$42,600	\$31,433
Industrial Technology (14)	\$20,800	\$32,000	\$54,000	\$35,114
Interpersonal & Public Communication (18)	\$19,200	\$30,250	\$53,000	\$30,178
Integrated Public Relations (7)	\$19,500	\$25,000	\$50,000	\$28,643
Journalism (10)	\$22,000	\$24,750	\$30,000	\$25,100
Psychology (33)	\$14,600	\$25,000	\$40,000	\$25,488
Public Health Education & Health Promotion (3)	\$27,000	\$28,000	\$29,300	\$28,100
Recreation, Parks, & Leisure Svcs Adm: Commercial (14)	\$17,000	\$29,500	\$45,000	\$29,571
Recreation, Parks, & Leisure Svcs Adm: Outdoor (6)	\$15,000	\$27,750	\$38,000	\$27,733
Recreation, Parks, & Leisure Svcs Adm: Therapeutic (6)	\$20,000	\$28,250	\$33,500	\$26,950
Recreation, Parks, & Leisure Svcs Adm: Community (4)	\$24,000	\$26,750	\$35,600	\$28,275
Sociology (6)	\$14,600	\$25,450	\$37,000	\$24,817
Sociology: Criminal Justice (6)	\$20,000	\$27,500	\$32,500	\$27,017
Sport Studies (3)	\$28,000	\$32,000	\$35,000	\$31,667

257 base salary offers

Teacher Education Majors

	Low	Midpoint	High	Average
Teacher Education - Elementary and Secondary (92)	\$26,000	\$32,000	\$43,000	\$32,586

Signing Bonuses - All Majors

	Low	Midpoint	High	Average
Respondents reporting signing bonuses (38)	\$750	\$2,000	\$7,500	\$2,520